



UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE: VINTAGE RESORT



Chanel-mania continues to build since **Matthieu Blazy** took over as Creative Director. He chose to stage the brand's **Cruise 27** show in **Biarritz**, the French seaside town where in 1915 Gabrielle Chanel established her haute couture house just steps from the ocean.

Entitled *Sous le Salon, la Plage* (Under the Salon, the Beach) the collection was heavily influenced by vintage beach style. **Chanel** also launched an accompanying Biarritz pop-up boutique selling the *Coco Beach 26* collection.

Guests and celebrities stayed at the historic **Hôtel du Palais**, an icon of elegance and refined luxury. French hotels look set to inspire future travel trends, especially since *The White Lotus Season 4* will be set on the French Riviera, with the primary filming site being **Airelles Château de la Messardière** in Saint-Tropez.

USP: Move over Italy - the South of France is the new source of Summer inspo, channelling vintage nautical style and chic, understated luxury, featuring iconic Chanel style codes.

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MOOD



Be inspired by a chic take on beach style, including summer knits, Breton stripes & simple swimwear, while boater hats & raffia accessories are key

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COLOUR



14-4810

19-3943

15-4225

11-4202

13-4403

18-1555

19-1724

Be inspired by a classic nautical palette of sailor blue, off white and lobster red, while deep wine, stone and soft aqua add a contemporary touch